

Message Text

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45

ACTION ARA-10

INFO OCT-01 ISO-00 EB-11 DRC-01 RSC-01 (ISO) W

----- 001448

R 281319Z MAR 74

FM AMEMBASSY BUENOS AIRES

TO USDOC WASHDC

INFO SECSTATE WASHDC 5836

AMEMBASSY MONTEVIDEO

AMEMBASSY GUAYAQUIL

UNCLAS BUENOS AIRES 2226

FOR OIM/RYN0.

E.O. 11652: N/A

TAGS: BEXP-EFIS-AR.

SUBJECT: CATALOG SHOW - FISHING AND FISH PROCESSING
EQUIPMENT.

REF: MONTEVIDEO 0703.

1. NAME OF EXHIBITION: FISHING AND FISH PROCESSING
EQUIPMENT CATALOG SHOW.

2. PLACE AND DATES: MAR DEL PLATA, ARGENTINA MARCH
19-22, 1974.

3. NUMBER OF FIRMS SUPPLYING CATALOGS: 84.

4. REGISTERED VISITORS: 223.

TOTAL VISITORS: 246

5. TRADE INQUIRIES DEVELOPED: 405.

6. NUMBER EXHIBITING FIRMS RECEIVING INQUIRIES: A11 84.

7. COMMENTS: THIS WAS A HIGHLY SUCCESSFUL EXHIBITION,
RECEIVING FAVORABLE PRESS, RADIO AND TELEVISION COVERAGE.

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TRADE CENTER IN AGREEMENT WITH MONTEVIDEO COMMENTS

PER REFTEL THAT WORK OF TECHNICAL EXPERT WAS OUT-
STANDING AND CONTRIBUTED TO OVERALL SUCCESS. JUHL
VISITED FISH PROCESSING PLANTS IN MAR DEL PLATA
ENHANCING U.S. IMAGE IN FISHING INDUSTRY. JUHL
HELD 29 CONSULTATIONS DURING SHOW HOURS AND
WAS OCCUPIED DAILY OFF SHOW HOURS WITH PLANT VISITS
AND CONSULTATIONS. ENHANCING CATALOG EXHIBITION WAS
BSP ORION RESEARCH INC. WHICH DEMONSTRATED SPECIFIC
ION ELECTRODES USED TO DETECT CONTAMINATION IN
CANNED AND FRESH FISH. COMPANY REPORTED OFF FLOOR
SALES \$ 8,000, 12 MONTH PROJECTED SALES \$ 20,000
AND 50 NEW SALES LEADS. BOTH AUDIOVISUAL PRESENTA-
TION AND THREE TECHNICAL FILMS WERE WELCOMED BY
AUDIENCE.
HILL

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: FISHING INDUSTRY, TRADE FAIRS, FISHING GEAR
Control Number: n/a
Copy: SINGLE
Draft Date: 28 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BUENOS02226
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740068-0378
From: BUENOS AIRES
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974039/aaaaahqr.tel
Line Count: 76
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: MONTEVIDEO 0703.
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 18 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18 JUL 2002 by elbezefj>; APPROVED <12 DEC 2002 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CATALOG SHOW - FISHING AND FISH PROCESSING EQUIPMENT.
TAGS: BEXP, EFIS, AR, US
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005